
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GILBERT
FROM: RILEY
SUBJECT: "MISSISSIPPI INFO" BOOKLET PRINTING SHARED W/ DECD
DATE: 4/14/00
CC: TELL

I met with Carla Moore of DECD's Tourism Division this morning to discuss the potential costs of our jointly printing a booklet as opposed to simple black-and-white copies. The Fordice administration had a black-and-white "self-mailer" booklet (i.e., folded, stapled, addressed & mailed) paid for by the Governor's Office. Although we would probably have to bid this project, Carla had Janet (Tourism Division's Print Coordinator) to provide an estimate of costs. A 12-page self-cover booklet, with a 4-color front and the inside 10 pages printed in black-and-white on 80-pound gloss-test paper and a saddlestick binding would run \$10,000 for 40,000 copies. Carla proposes DECD receiving 30,000 copies and our office receiving 10,000. Thus, our portion of the \$10,000 would be around \$2,500.

I told Carla that I would provide this information to you. She is going to have Janet provide several options for the cover.

Should we decide to go this route, we'll need to decide who will actually handle the bid process. Can we split a cost w/ another agency like this and have one agency handle the bids?

Please advise as to if we want to pursue the color printing. I do think a color booklet would provide a much more positive image of Mississippi than a simple black-and-white copy (copy provided for your reference).